



TO-MORROW BEGINS OUR FIRST Midsummer Sale of Furniture.

It is a year now since we launched this Furniture business. The opening marked an innovation in retailing. Never before had so perfect a stock, fairly priced, been housed in such commodious quarters.

The introduction presaged success. Folk predicted it from the very nature of things. Neither they nor we guessed wrong. The furniture store has had a steady, healthy growth; it is a very active and alert one-year-old.

To-morrow another step forward. The store marches on toward new laurels and greater conquests. The yearly midsummer sale takes its proper place as an event without parallel. It is a selling movement broad in scope, supreme in character and extraordinary in the low pricing of things.

ENTIRE FIFTH FLOOR.

EVERY PIECE BEARS THE IMPRINT OF Simpson Crawford Company Merit

No maker will deny that it is hard to sell us furniture. No inferiority is tolerated. We demand perfection—and get it. No furniture is too good for us to sell, if rightly and honestly made. Our outlet is perennial and exhaustive.

But this August sale marks a new epoch.

It is not a sale such as is common to the trade at this season. It is not a combination of wood and veneer and glue fashioned into form—to impress the public with the cheapness of things and inflate the August business.

Instead, it is our regular sorts of Furniture, at prices which are only possible in February and August, when we buy immense quantities at about the cost of material and making and save you the ordinary profits of business.

In No Other Store Will Prices Be Anywhere Near as Low—Quality Considered.

3 Piece Parlor Suite.

Handsome design, mahogany finish, frames, prettily carved, our guaranteed upholstery, choice of covering. Reduced from \$45.00 to

\$27.50

Morris Chairs

Golden oak or mahogany finish, highly polished; can be adjusted to four different positions; hair filled cushions, stitched, etc. Reduced from \$12.50 to

\$8.50

Rockers.

Golden oak and mahogany finish, highly polished wood seats; some with large arms. Reduced from \$3.25 to

\$2.00

Chiffoniers.

30 inches wide, full swell front, French legs, French bevel mirror, dust proof drawers; made in golden oak, mahogany, bird's-eye maple and curly birch. Reduced from \$33.00 to

\$24.00

Brass Bedsteads.

1 1/2 inch posts, solid T. ball joints, bow foot, extra heavy hucks and vases; can be had in all sizes. Reduced from \$33.00 to

\$21.50

Parlor Suites.

Assortment comprises the very latest designs in solid mahogany and mahogany finish; the indestructible upholstery guarantees absolute satisfaction. Coverings are silk damask, silk tapestry, Verona velvet, panne plush, Persian and broadcloth velvet, in the newest designs and colorings.

3 PIECE SUITES.

At \$27.50—regularly \$35.00.
At \$30.00—regularly \$35.00.
At \$40.00—regularly \$35.00.
At \$48.00—regularly \$35.00.
At \$55.00—regularly \$35.00.
At \$63.00—regularly \$35.00.
At \$80.00—regularly \$100.00.
At \$92.00—regularly \$115.00.
At \$105.00—regularly \$130.00.
At \$136.00—regularly \$170.00.
At \$184.00—regularly \$230.00.
At \$325.00—regularly \$450.00.

5 PIECE SUITES.

At \$18.50—regularly \$25.00.
At \$22.50—regularly \$25.00.
At \$27.50—regularly \$25.00.
At \$30.00—regularly \$25.00.
At \$35.00—regularly \$25.00.
At \$45.00—regularly \$35.00.
At \$62.00—regularly \$74.00.
At \$70.00—regularly \$80.00.
At \$88.00—regularly \$110.00.
At \$128.00—regularly \$150.00.
At \$142.00—regularly \$175.00.
At \$160.00—regularly \$224.00.
At \$220.00—regularly \$260.00.

China Closets.

Golden Oak—
At \$15.00—regularly \$22.00.
At \$19.50—regularly \$27.00.
At \$27.00—regularly \$34.50.
At \$31.00—regularly \$38.50.
At \$38.50—regularly \$45.00.
At \$44.00—regularly \$51.00.
At \$65.00—regularly \$75.00.
At \$138.00—regularly \$160.00.
Mahogany—
At \$52.00—regularly \$65.00.
At \$90.00—regularly \$110.00.
At \$115.00—regularly \$140.00.

Dining Furniture.

Odd Dressers in all the popular woods and finishes.

Golden Oak—
At \$8.50—regularly \$12.50.
At \$12.50—regularly \$17.00.
At \$15.00—regularly \$20.00.
At \$18.00—regularly \$25.00.
At \$25.00—regularly \$30.00.

Four Woods—
At \$24.50—regularly \$35.00.

Oak and Mahogany—
At \$28.50—regularly \$36.00.

Mahogany—
At \$40.00—regularly \$55.00.
At \$55.00—regularly \$70.00.
At \$112.00—regularly \$135.00.

Mahogany, Oak & Bird's-eye Maple—
At \$74.00—regularly \$98.00.

Chiffoniers.

Golden Oak—
At \$5.00—regularly \$7.50.
At \$6.00—regularly \$8.00.

Golden Oak, with Mirror—
At \$8.50—regularly \$11.00.
At \$11.00—regularly \$14.00.

Mahogany—
At \$15.00—regularly \$20.00.
At \$20.00—regularly \$25.00.
At \$25.00—regularly \$30.00.
At \$30.00—regularly \$35.00.
At \$35.00—regularly \$40.00.
At \$45.00—regularly \$50.00.
At \$62.00—regularly \$74.00.
At \$70.00—regularly \$80.00.
At \$88.00—regularly \$110.00.
At \$128.00—regularly \$150.00.
At \$142.00—regularly \$175.00.
At \$160.00—regularly \$224.00.
At \$220.00—regularly \$260.00.

Sideboards.

Golden Oak—
At \$17.50—regularly \$25.00.
At \$22.50—regularly \$30.00.
At \$27.50—regularly \$35.00.
At \$31.50—regularly \$40.00.
At \$35.50—regularly \$45.00.
At \$39.50—regularly \$49.00.
At \$43.50—regularly \$53.00.
At \$47.50—regularly \$57.00.
At \$51.50—regularly \$61.00.

Mahogany—
At \$138.00—regularly \$160.00.
At \$160.00—regularly \$185.00.
At \$235.00—regularly \$275.00.

Antwerp—
At \$260.00—regularly \$295.00.

Rugs.

August Sale.

Royal Wilton Rugs.

Guaranteed quality, all wool; none better made. Reproductions of fine Persian and Turkish masterpieces. These remarkably low prices cannot be duplicated this season.

8 ft. 3 in. x 10 ft. 6 in. \$27.50—regularly \$35.00.
8 ft. 3 in. x 12 ft. 6 in. \$24.50—regularly \$30.00.
9 ft. x 12 ft. 6 in. \$25.25—regularly \$32.50.

First Grade Smyrna Rugs.

Guaranteed quality, all wool, in Oriental and domestic designs and colorings. Positively the best Smyrna Rug manufactured.

9x12 ft. \$22.50—regularly \$28.50.
7x10 ft. \$18.50—regularly \$22.00.
6x9 ft. \$15.50—regularly \$18.00.
4x7 ft. \$8.25—regularly \$10.00.
3x5 ft. \$4.25—regularly \$5.00.
2x4 ft. \$2.25—regularly \$2.50.
1x3 ft. \$1.25—regularly \$1.50.

Body Brussels Rugs. Fine Frame Body Brussels Rugs, in exclusive patterns. One of the most durable domestic rugs made.

9x12 ft. \$23.75—regularly \$27.50.
8x10 ft. \$20.75—regularly \$24.50.
6x9 ft. \$15.75—regularly \$18.50.
4x7 ft. \$8.75—regularly \$10.50.
3x5 ft. \$4.75—regularly \$5.50.

Amminster Rugs. Extra high pile, close weave and fine texture; the product of two famous mills. They are fully guaranteed.

9x12 ft. \$22.75—regularly \$27.50.
8 ft. 3 in. x 10 ft. 6 in. \$20.75—regularly \$24.50.
6x9 ft. \$15.75—regularly \$18.50.
4x7 ft. \$8.75—regularly \$10.50.
3x5 ft. \$4.75—regularly \$5.50.

We also offer during this sale one thousand selected Anatolian Mats of unusually good quality.

\$1.95, regularly \$4.75.

THIRD FLOOR.

Dining Furniture.

Extension Tables.

Golden Oak—
At \$8.50—regularly \$12.50.
At \$12.50—regularly \$17.00.
At \$15.00—regularly \$20.00.
At \$18.00—regularly \$25.00.
At \$25.00—regularly \$30.00.

Flemish Oak—
At \$27.00—regularly \$35.00.
At \$35.00—regularly \$45.00.

Mahogany—
At \$38.00—regularly \$50.00.
At \$50.00—regularly \$65.00.
At \$115.00—regularly \$140.00.

Dining Chairs.

Golden Oak—
At \$1.75—regularly \$2.25.
At \$2.00—regularly \$2.50.
At \$2.50—regularly \$3.00.

Golden Oak, with Leather Seat—
At \$3.00—regularly \$4.50.
At \$4.50—regularly \$6.00.

Weathered Oak, with Leather Seat—
At \$6.75—regularly \$8.50.
At \$10.50—regularly \$12.75.

Mahogany, with Leather Seat—
At \$14.50—regularly \$17.75.
At \$18.50—regularly \$23.00.

Couches.

Frames are handsome in design; solid oak or mahogany, highly polished. Upholstering is the perfection of spring work, scientifically constructed, being sanitary, resilient and indestructible. Coverings are the latest styles, in fine quality tapestry, Verona silk velours, panne plush, either in plain or figured design.

At \$12.50—regularly \$20.00.
At \$15.00—regularly \$22.50.
At \$18.00—regularly \$25.00.
At \$24.00—regularly \$30.00.
At \$30.00—regularly \$35.00.
At \$35.00—regularly \$40.00.
At \$45.00—regularly \$50.00.
At \$51.00—regularly \$58.00.

BOX COUCHES.

At \$7.75—regularly \$12.00.
At \$10.50—regularly \$14.00.
At \$18.00—regularly \$24.00.
At \$22.50—regularly \$28.00.
At \$27.50—regularly \$33.00.
At \$37.50—regularly \$48.00.

Bedroom Suites.

All the different woods and finishes are represented.

3 PIECE SUITES.

Golden Oak—
At \$15.50—regularly \$21.00.
At \$27.00—regularly \$35.00.
At \$30.00—regularly \$37.00.
At \$32.00—regularly \$39.00.
At \$44.00—regularly \$55.00.
At \$48.50—regularly \$59.00.
At \$60.00—regularly \$70.00.
At \$67.50—regularly \$78.00.

Natural Ash—
At \$39.00—regularly \$48.00.

Bird's-eye Maple—
At \$78.50—regularly \$90.00.
At \$85.00—regularly \$100.00.

Mahogany—
At \$90.00—regularly \$110.00.
At \$112.00—regularly \$135.00.

Tuna Mahogany—
At \$129.00—regularly \$150.00.
At \$163.00—regularly \$190.00.

Solid Mahogany, in ancient Dutch design, richly carved.

5 PIECE SUITES.

Dresser... at \$126.00—regularly \$175.00.
Bedstead... at \$129.00—regularly \$165.00.
Chiffonier... at \$175.00—regularly \$225.00.
Dress. Tab. at \$115.00—regularly \$150.00.
Che. Mirror at \$110.00—regularly \$145.00.

Solid Mahogany, Colonial design, with high post bedstead and canopy.

4-PIECE SUITES.

Dresser... at \$129.00—regularly \$175.00.
Bedstead... at \$138.00—regularly \$180.00.
Chiffonier... at \$112.00—regularly \$142.00.
Dressing Table... at \$74.00—regularly \$95.00.

Solid Mahogany, Louis XV. design, with fired brass trimmings.

6-PIECE SUITES.

Dresser... at \$220.00—regularly \$270.00.
Twin Beds, each... at \$195.00—regularly \$240.00.
Dressing Table... at \$125.00—regularly \$165.00.
Chiffonier... at \$205.00—regularly \$250.00.
Cheval Mirror... at \$130.00—regularly \$170.00.

Extension Tables.

Golden oak, 42 inch top, can be extended to six feet, very heavy legs. Reduced from \$15.75 to

\$8.50

China Closets

Golden oak, highly polished, round ends, very handsome design. Reduced from \$22.00 to

\$15.00

Our Special Couch.

The frames are handsome in design, solid oak, highly polished, upholstery is the perfection of spring work, the construction is perfect, covering the best quality Wellington or Rookwood velours. Reduced from \$20.00 to

\$12.50

Dining Room Chairs.

Quartered oak, highly polished, hand-carved back, chair feet, closely woven cane seats. Reduced from \$3.00 to

\$2.00

Dressers.

45 inches wide, full swell front, French bevel mirror, 24x30 inches, dust proof drawers, made in golden oak, mahogany, bird's-eye maple and curly birch. Reduced from \$35.00 to

\$24.50

Furniture purchased during the August Sale will be held for delivery awaiting the customer's pleasure. Immediate delivery, if desired, to all points on Long Island and the New Jersey coast; also on purchases of \$5.00 or over throughout New England, New York, New Jersey, Pennsylvania, Maryland and Delaware.

Last Week of the SALE OF SHOES.

It has been a shoe sale worthy of the name. We never sold so many pairs in a single week. And now for the final round up.

All the \$5 and \$6 Women's Shoes and Oxfords that were \$2.95 last week—upward of fifteen of the best styles—are cut to.....

2.45

All the \$5 Women's Shoes and Oxfords that were \$2.45 last week—upward of twenty styles, are cut now to.....

1.95

ALSO

Two lots of Boys' Shoes—the regular Simpson Crawford \$3.50 grade, in a number of styles—reduced to.....

1.85

Sizes 12 1/2 to 5 1/2; widths AA to E; welt soles; patent calf and enamelled leather; handsome styles, dependable quality.

SECOND FLOOR.

Very Special

Prices for SHIRT WAISTS.

50c Women's Sheer White Lawn Waists, trimmed with openwork embroidery down front, four wide hemstitched pleats, back and sleeves tucked, fancy lab and collar.

95c Shirt Waists, made of fine white lawn, circular yoke and collar of Val lace and embroidery, twelve one-inch tucks from yoke to waist line, insertions of embroidery between. Regular \$1.95 waists.

\$1.95 Women's India Lawn Waists, entire front and back formed of fine Swiss insertions and fagoting, clusters of five small tucks between collar and cuffs of fagoting; others with insertions of Val lace.

SECOND FLOOR.

LEATHER HAND

BAGS AT A

DOLLAR. FIRST FLOOR.

A big lot of Carriage, Automobile and Wrist Bags—in genuine Walrus, Seal and Saffron at a dollar; nowhere near their actual worth.

In the new shades of blue, red and green, also black, with gun metal, brass and nickel finished frames; chain or leather handles. They have card cases and purse—or purse only; some have inside compartments.

Phenomenal August Sale of PIANOS.

That our August Piano business may not lag behind some of the livelier months of the year we have made special arrangements with one of the best makers for

One Hundred Uprights to Sell at \$145 and \$195.

The instrument bears a name that stands high in the musical world. They are fully warranted, of superb tone quality, easy touch and beautifully cased. Sold regularly at \$250.00 to \$300.00.

Ten Dollars Down— The balance in small monthly payments, if you prefer. If you have no place for the Piano until October we'll store it

UNTIL THEN FREE We are the New York agents of the world-famous Knabe, the Gable, Packard, Bush & Gerts, Hobart M. Cable and other renowned makes.

FOURTH FLOOR.

58¢ FOR MEN'S NEGLIGEE SHIRTS.

Positively the Best Offering of the Season.

An August price for an August offering.

Seven thousand five hundred shirts which would have been on sale a month ago had the maker accepted our price. To be exact, it took him twenty-nine days to determine that if they were sold this season the price must be sacrificed.

They are here—to be sold to-morrow—at 58c.

Material is Garner's Glen Argyle printed cords, and they are made as well as any \$1.50 shirt. Full sized bodies; full length gathered yokes; cushion neckbands; four ply detached cuffs. Sizes 14 to 18 inches.

Fronts are perfectly plain—sixty patterns.

Mostly in black or blue stripes and figures on white grounds.

They are not quite dollar shirts by our standard—but very close to it.

FIRST FLOOR.

Monday Specials in Groceries.

SIXTH FLOOR.

PICNIC HAMS—Armour's Fine Sugar Cured Pic-Nic Hams, 6 or 8 lbs. each, lb. 15	SUGAR—H. & E. best granulated or standard powdered, lb. 5	ZU ZU GINGER SNAPS or Luella Milk Biscuits, per pkg. 35	LAUNDRY SOAP—B. T. Babbitt's best, 10 cakes,..... 35
BREKFAST BACON—Armour's or Swift's fine sugar cured, lb. 15	FLOUR—Fancy XXXX Minnesota patent, 5 lb. 10; 10 lb. 18	COFFEE—Reliable blend, fresh roasted, 10 lbs., \$1.40; 5 lbs., 75c; 1 lb., 15c	EARLY JUNE PEAS—Camero brand, the new pack, tender sweet peas, doz. \$1.05; 2 lb. can... 10
ENTIRE WHEAT FLOUR—Royal Star, the highest type of pure nutritious health flour, 10 lb. 15; 5 lb. 8	NAVY BEANS—Hand picked, per 5 lb. pkgs. 25	COFFEE—High grade Java and Mocha, New York's best 28c. coffee; 4 lb., \$1.00; 1 lb., 25c	PIMPERN—Fancy Golden, doz. 10
CHEESE—N. Y. State full cream mild yellow cheese, lb. 15	PEARL Tapioca, best, per 5 lb. pkgs. 25	TEA—Oolong, Gunpowder, English Breakfast and uncolored Japan, all regular 45c. grades, new crop tea; 3 lbs., \$1.00; 1 lb., 25c	ASPARAGUS—Mariposa brand large tender spears, green tips, doz. 3.25
IMPORTED SWISS CHEESE, finest quality, lb. 27	Pure Wheat Farina, Scotch Green or Yellow Split Peas, 5 lb. 15	Same varieties extra high grade new crop teas, all 70c. and over; values; 3 lb. caddy, \$1.75; 1 lb., 45c	CALIFORNIA CANNED FRUIT—Peaches, Pears, Plums and Apples; 6 for \$1.00; per 1 lb. can... 18
BUTTER—Meadow Brook fancy creamery, 5 lb. stone cask, \$1.18	SPICES—Ginger, mustard, Allspice, cloves, and black pepper; ground and guaranteed absolutely pure, lb. 25	ORANGE SUGAR—For making Orangeade a delightfully cooling and nourishing drink; 1 lb. sealed carton 25	PINEAPPLE—Booth's oval sliced, packed in syrup, 6 for 85c; can... 15
POTATOES—Extra fancy Long Island stock, per bbl. 3.18	OLIVE OIL—Royal Stuart, finest French Oil; gallon tin, \$2.75; half gallon tin, \$1.38	LIME JUICE—Rose's imported, qt. bot., 28c.; pint bot., 19c	SALMON—Finest blood red Alaska 6 for 65c; per 1 lb. tall can... 11
BAKING POWDER—The Sifted Stirling Pure Cream of Tartar baking powder; 1 lb. can, 29c.; 1/2 lb. can, 15c	HOME MADE JELLY—Royal Stuart, Red Currant, 16 oz. glass, 25c.; 12 oz. glass, 23c	TOMATOES—Maryland Red Ripe stock, doz. 95c; 1 lb. can... 8	SAFON—Finest blood red Alaska 6 for 65c; per 1 lb. tall can... 11
ROOT BEER EXTRACT—Hires, bot., 28c.	SALTED BUTTER—Sanitas Nut Food Co., Battle Creek, Mich., 14 lb. glass jar, 35c	JERSEY TOMATOES—Solid cold packed, doz. \$1.25; 3 lb. can... 11	WHITE CORN MEAL—Best 28c. can... 15
FRESH SALTED PEANUTS—Finest Virginia, per lb. 18	REFINED TOWER LEMONADE—One pkg. makes 10 pints lemonade; 10 pkgs. 10	LEMONS—Fancy Messina, doz. 15	LAUNDRY SOAP—Ultra Marine Ball Soap, 10 lb. box,..... 17
ALMONDS—Choice Jordan plain, lb. 45		PRUNES—Fancy Santa Clara stock, small size, 10 lbs., 45c; per 10 lb. box, 4.50	